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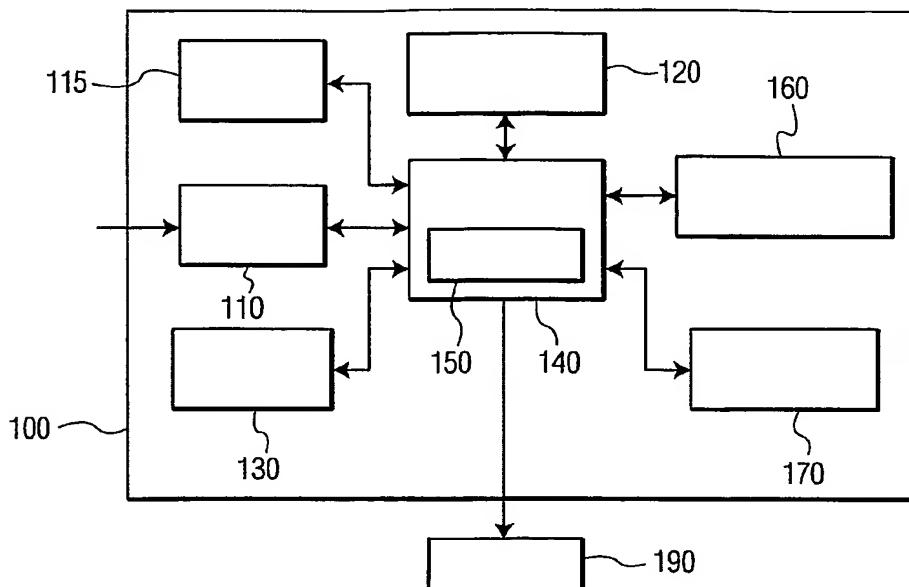
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(54) Title: TWO-STEP COMMERCIAL RECOMMENDATION



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(57) Abstract: Commercials are recommended for insertion into audio and/or video programs. A two-step linking between the user (205) and a set of commercials (260, 262, 264, 266) is provided. A preference score indicates how much the user likes each of the programs (210, 212, 214, 216, 218). This can be achieved, e.g., using a program recommender (160). A commercial classifier (170) uses the advertiser's knowledge to provide a correlation factor that indicates an effectiveness of a commercial relative to a program. An effectiveness metric (E) may be obtained for each commercial that indicates the effectiveness of the commercial relative to the specific user by summing, over each program, a product of the preference score and the correlation factor.



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- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

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